

No.5/1/2016-DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated the 6th December, 2016

OFFICE MEMORANDUM

Subject: Guidelines for allotment of stalls of Office of the DC(Handlooms) and DC(Handicrafts) at Dilli Haat, INA, New Delhi


Sir/Madam,

As you aware that Dilli Haat, INA, New Delhi has been set up jointly by the Delhi Tourism, Government of Delhi and Ministry of Textiles, Government of India to provide platform for marketing the handloom & handicraft products respectively. This haat is now very popular and hence, there has been great demand for allotment of stalls by the handloom and handicrafts producers. However, looking at the limited number of stalls, there is a need to have a system in place for allotment of stalls in Dilli Haat.

2. Hence the revised guidelines for allotment of stalls of Office of the DC(Handlooms) and DC(Handicrafts) at Dilli Haat, INA, New Delhi have been framed are as follows:-

- 1) Both from Handicrafts side and Handloom side, stalls will be allotted only to clusters and not to individual weavers/artisans. Such clusters would include cooperative societies, producer groups, SHG and federations.
- 2) One agency will be allowed participation once in six months so as to ensure adequate rotation
- 3) Allotment of stalls will be done centrally in a transparent manner through portal both for Handicrafts and Handlooms office.
- 4) The State-wise quota for allotment have been fixed in order to ensure variety of products. Quota in respect office of the DC(Handlooms) and DC(Handicrafts) is attached (Appendix A & B).
- 5) While allotting the stalls, the specification of products alongwith geographical area will be given in a more definite manner.
- 6) Delhi Tourism will not allot commercial stalls in the category of textiles and handicrafts. However, they can allot the stalls for food items and non textile & non handicraft products.
- 7) If requested, upto two helpers would be allotted per stall but with clear identification including Aadhaar No. , photo and their mobile No.

- 8) The rent @ Rs.500/- per day will be charged from the participating agencies.
 - 9) Delhi Tourism will ensure operation of biometric system and CCTV cameras.
 - 10) A suitable staff from D.C.Handlooms and D.C.Handicrafts will be deputed for every 15 days slot to carry out inspection and monitoring and take action.
 - 11) Since now onwards two helpers will be allowed hence it will stipulated in the allotment condition itself that if anybody else is found at the stalls as Sales person or if products other than genuine handlooms/handicrafts being sold, or found, even once the concerned cluster entity will be debarred for further allotment and appropriate criminal action will be initiated.
3. This has approval of Hon'ble Minister of Textiles.
 4. Allotment from 1st January, 2017 will be made according to these guidelines.



(M.C. Gupta)

Addl. Development Commissioner for Handlooms

To

1. The Development Commissioner for Handicrafts – for information and onward circulation to all Marketing Centres, Cluster, Producer Groups, SHG and your concerned offices.
2. The Commissioner/Director Incharge of Handlooms of all States with a request to circulate this guidelines to Coop. Societies/Federations/Cluster of your State.
3. The Zonal Director of all WSCs
4. The Officer Incharge of all Weavers Service Centres
5. Managing Director, Delhi Tourism & Transportation Development Corporation Ltd., 18-A, DDA, SCO Complex, Defence Colony, New Delhi (md@delhitourism.gov.in).
6. PS to MOT.
7. PS to MOST.
8. PS to Secretary(Textiles).
9. PS to Additional Secretary.
10. Sr. Tech. Director, NIC, Ministry of Textiles, Udyog Bhawan, New Delhi upload the guidelines on the website of O/o DC(Handlooms), Ministry of Textiles.
11. All Officers of DC(Handlooms).

Statement showing State-wise Quota for Dilli Haat

Sl.No.	Name of State	State wise Handloom Mark Registration as on 31.10.2016	No. of Stalls	Remarks
1	Andhra Pradesh	756	02	Basic of stall allotment 1. Each state has been allotted one stall. 2. Additional stall allotted on the basis of no. of Handloom Mark registration issued to Organisation/weavers of the State in following manner: 300 to 1000 registrations - 01 1001 to 3000 registrations - 02 3001 to 5000 registrations - 03 5001 & above registrations - 04
2	Arunachal Pradesh	0	01	
3	Assam	105	01	
4	Bihar	738	02	
5	Chhattisgarh	119	01	
6	Delhi & UTs	743	02	
7	Gujarat	286	01	
8	Haryana	108	01	
9	Himachal Pradesh	211	01	
10	Jammu & Kashmir	587	02	
11	Jharkhand	393	02	
12	Karnataka	124	01	
13	Kerala	430	02	
14	Maharashtra	193	01	
15	Madhya Pradesh	482	02	
16	Manipur	02	01	
17	Meghalaya	0	01	
18	Mizoram	0	01	
19	Nagaland	01	01	
20	Odisha	573	02	
21	Punjab	35	01	
22	Rajasthan	123	01	
23	Sikkim	0	01	
24	Tamil Nadu	8574	05	
25	Telangana	757	02	
26	Tripura	01	01	
27	Uttar Pradesh	2135	03	
28	Utrakhand	313	02	
29	West Bengal	616	02	
	Total No. of Stalls	18405	46	

Appendix-B

State – Wise, Cluster under AHVY Scheme During 2001-02 TO 2015-16			
Sl.No.	State	No. of Cluster Undertaken	State wise stalls proposed <i>2,111 stalls</i>
1.	Andhra Pradesh	62	4
2.	Arunachal Pradesh	19	1
3.	Assam	62	4
4.	Bihar	51	4
5.	Chhattisgarh	25	2
6.	Delhi	16	1
7.	Goa	05	1
8.	Gujarat	133	10
9.	Haryana	44	3
10.	Himachal Pradesh	36	3
11.	Jharkhand	42	3
12.	J & K	99	7
13.	Karnataka	45	3
14.	Kerala	38	3
15.	Madhya Pradesh	102	8
16.	Maharashtra	43	3
17.	Manipur	64	5
18.	Meghalaya	15	1
19.	Mizoram	11	1
20.	Nagaland	37	3
21.	Orissa	64	5
22.	Punjab	28	2
23.	Rajasthan	47	4
24.	Telangana	29	2
25.	Tamil Nadu & Pondicherry (UT)	49	4
26.	Tripura	44	3
27.	Uttar Pradesh	248	18
28.	Uttarakhand	51	4
29.	West Bengal	87	6
30.	DAMAN & DIU (UT)	01	0
	Total	1597	118